





EC'd Yes    Last Received: 08/08/2012 4:52 PM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.    Agency (    ) CROSSROADS MEDIA    Rep Firm (    ) PHILADELPHIA  
Advertiser (    ) CROSSROADS GPS    66 CANAL CENTER PLAZA, SUITE 555    Sales Office (    )  
Product Crossroads GPS    ALEXANDRIA, VA 22314    Salesperson (    ) ANJIE BRADY  
Estimate# 884    Agency C/P1/P2/E 12/11/884    Salesperson Phone# 215-567-6005  
Buyer Noelle Ramsey    Flight Dates 08/15/2012 - 08/21/2012    Salesperson FAX# 215-567-5938  
Phone#    Hiatus Weeks  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	23	M	11P-1130P	30 ROCK	:30	\$250.00	08/20-08/20	1	1	1	\$250.00	
Rating: 1.8												
	24	TU	11P-1130P	30 ROCK	:30	\$250.00	08/21-08/21	1	1	1	\$250.00	
Rating: 1.8												
	25	W-F	2P-3P	STEVE WILKOS	:30	\$150.00	08/15-08/17	1	1	1	\$150.00	
	26	M-TU	2P-3P	STEVE WILKOS	:30	\$150.00	08/20-08/21	1	1	1	\$150.00	

---REPORT TOTALS---

Report Totals: 23 / \$10,225.00

---SALES MONTHLY TOTALS---

Aug 12: 23 / \$10,225.00  
Sales Totals: 23 / \$10,225.00  
Station Totals: 23 / \$10,225.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$170,417	CATV 0%	WAVY 46%	WGNT 0%	WPXV 0%	WTKR 26%
		WTVZ 4%	WVBT 6%	WVEC 18%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

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